

**METHOD AND APPARATUS FOR BROADCAST DELIVERY OF CONTENT
TO A CLIENT-SIDE CACHE BASED ON USER PREFERENCES**

Abstract of the Disclosure

A method and apparatus are disclosed for the selection of digital content for broadcast delivery to multiple users. A broadcast edge cache server selects content for broadcast distribution to multiple users. Each user filters the received content for storage in a client-side cache based on user preferences. Each client computer includes a local cache that records material that has been accessed by the user and a broadcast cache that records material that is predicted to be of interest to the user, in accordance with the present invention. Each client computer is connected to the network environment by a relatively high bandwidth uni-directional broadcast channel, and a second bi-directional channel, such as a lower bandwidth channel. A client initially determines if requested content is available local in a client cache or a broadcast cache before requesting the content over the network from an edge server or the content provider (such as a web site) on a lower bandwidth channel.

1500-222.APP